



# Station Order Revised Add to Schedule Heinrich for Senate 2012

**Market:** Albuquerque

**Flight Dates:** Friday, October 26, 2012 to Tuesday, November 06, 2012

Estimate ID

12905

**Contact:** Jim Giudicessi

**Email:** Jim.Giudicessi@krqe.com

**Phone:** 505-246-2222

**Fax:** 505-944-0259

**Direct:** 505-998-9530

**KRQE-S2**

Program Name	DP	Days	Length	Gross Rate	Fri Oct 26	Sat Oct 27	Sun Oct 28	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KRQE 5a News 5:00 AM 6:00 AM	EM	M-F	30	\$50.00 \$250.00	1			1		1		1				1	5
KRQE 6a News 6:00 AM 7:00 AM	EM	M-F	30	\$100.00 \$400.00				1			1				1	1	4
CBS This Morning 7:00 AM 9:00 AM	EM	M-F	30	\$70.00 \$70.00							1						1
Price is Right 11:00 AM 12:00 PM	DT	M-F	30	\$150.00 \$150.00								1					1
KRQE Noon News 12:00 PM 12:30 PM	DT	M-F	30	\$125.00 \$125.00					1								1
Dr. Phil 3:00 PM 4:00 PM	EF	M-F	30	\$100.00 \$600.00				1	1	1	1	1			1		6
KRQE 4p News 4:00 PM 4:30 PM	EN	M-F	30	\$125.00 \$250.00							1				1		2
KRQE 4:30p News 4:30 PM 5:00 PM	EN	M-F	30	\$275.00 \$550.00					1			1					2
Highly pre-emptible at LUR per KRQE. Move to L3																	
KRQE 5:30p News 5:30 PM 6:00 PM	EN	M-F	30	\$500.00 \$500.00						1							1
Highly pre-emptible at LUR per KRQE. Move to L3																	
Jeopardy 6:00 PM 6:30 PM	PA	M-F	30	\$700.00 \$1,400.00						1					1		2
Highly pre-emptible at LUR per KRQE. Move to L3																	
Wheel of Fortune 6:30 PM 7:00 PM	PA	M-F	30	\$850.00 \$850.00				1									1
Highly pre-emptible at LUR per KRQE. Move to L3																	
Elementary 9:00 PM 10:00 PM	PT	Th	30	\$2,000.00 \$2,000.00							1						1
Highly pre-emptible at LUR per KRQE. Move to L3																	

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/24/2012 4:06:31 PM

KRQE-S2

Page 1 of 2

suzannel@mediastategies.com



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60 Minutes	PT	Su	30	\$700.00			1										1
6:00 PM 7:00 PM				\$700.00													
KRQE 10p News	LN	M-F	30	\$700.00				1									1
10:00 PM 10:35 PM				\$700.00													
Highly pre-emptible at LUR per KRQE. Move to L4																	
Letterman	LF	M-F	30	\$125.00								1					1
10:35 PM 11:35 PM				\$125.00													
<b>Station Gross Totals</b>				<b>\$8,670.00</b>	<b>1</b>		<b>1</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>			<b>4</b>	<b>2</b>	<b>30</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/24/2012 4:06:32 PM

KRQE-S2

Page 2 of 2

suzannel@mediastrategies.com

# Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/26/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		5:46:06 AM	MHTV1211H	\$50.00
												\$50.00
												\$50.00
Date: 10/28/12												
Station: KRQE												
	POL/Heinrich I	217295	Sun Hour 1	6p-7p	:30	P5	[ALL]	HEINRICH 12905		6:38:48 PM		\$700.00
												\$700.00
												\$700.00
Date: 10/29/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		5:44:51 AM		\$50.00
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		6:05:10 AM		\$100.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:15:01 PM		\$100.00
	POL/Heinrich I	217295	M-F 630p-7p	M-F 630p-7p	:30	P3	[ALL]	HEINRICH 12905		6:35:08 PM		\$850.00
	POL/Heinrich I	217295	LN M-F	10p-1035p	:30	P4	[ALL]	HEINRICH 12905		10:15:45 PM		\$700.00
												\$1,800.00
												\$1,800.00
Date: 10/30/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	12p-1230p	:30	P5	[ALL]	HEINRICH 12905		12:10:58 PM		\$125.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:24:29 PM		\$100.00
	POL/Heinrich I	217295	M-F KROE New	430p-5p	:30	P3	[ALL]	HEINRICH 12905		4:57:11 PM		\$275.00
												\$500.00
												\$500.00
Date: 10/31/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		5:12:51 AM		\$50.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:43:05 PM		\$100.00
	POL/Heinrich I	217295	KROE News 13	530p-6p	:30	P3	[ALL]	HEINRICH 12905		5:58:28 PM		\$500.00
	POL/Heinrich I	217295	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	HEINRICH 12905		6:20:44 PM		\$700.00
												\$1,350.00
												\$1,350.00
Date: 11/01/12												
Station: KRQE												
	POL/Heinrich I	217295	CBS This Mornin	CBS Early S	:30	P5	[ALL]	HEINRICH 12905				\$70.00
	POL/Heinrich I	217295	Thur Hour 3	9p-10p	:30	P3	[ALL]	HEINRICH 12905				\$2,000.00
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		6:32:25 AM		\$100.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:51:43 PM		\$100.00
	POL/Heinrich I	217295	M-F KROE New	4p-430p	:30	P5	[ALL]	HEINRICH 12905		4:08:45 PM		\$125.00
												\$2,395.00
												\$2,395.00
Date: 11/02/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 12905		5:58:41 AM		\$50.00
	POL/Heinrich I	217295	Price is Right	11a-12p	:30	P5	[ALL]	HEINRICH 12905		11:20:22 AM		\$150.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:25:14 PM		\$100.00
	POL/Heinrich I	217295	M-F KROE New	430p-5p	:30	P3	[ALL]	HEINRICH 12905		4:46:55 PM		\$275.00
	POL/Heinrich I	217295	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 12905		11:23:30 PM		\$125.00
												\$700.00
												\$700.00
Date: 11/05/12												
Station: KRQE												
	POL/Heinrich I	217295	M-F KROE New	4p-430p	:30	P5	[ALL]	HEINRICH 12905				\$125.00
	POL/Heinrich I	217295	M-F KROE New	KRQE News	:30	P5	[ALL]	HEINRICH 12905		6:45:55 AM		\$100.00
	POL/Heinrich I	217295	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 12905		3:25:59 PM		\$100.00
	POL/Heinrich I	217295	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	HEINRICH 12905		6:28:59 PM		\$700.00
												\$1,025.00

[Sorted by: Date]

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 11/05/12

\$1,025.00

Date: 11/06/12

Station: KRQE

POL/Heinrich I	217295 M-F KRQE New KRQE News	:30 P5	[ALL]	HEINRICH 12905								\$50.00
POL/Heinrich I	217295 M-F KRQE New KRQE News	:30 P5	[ALL]	HEINRICH 12905						6:31:25 AM		\$100.00

\$150.00

\$150.00

\$8,670.00

[Sorted by: Date]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**                      ☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KRQE-TV      Albuquerque	<b>Date:</b> 10/24/2012
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I, Media Strategies and Research,  
 being on behalf of: Martin Heinrich, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, October 26, 2012			Tuesday, November 06, 2012		

**Total Charges: \$8,670.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Wednesday, October 24, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title